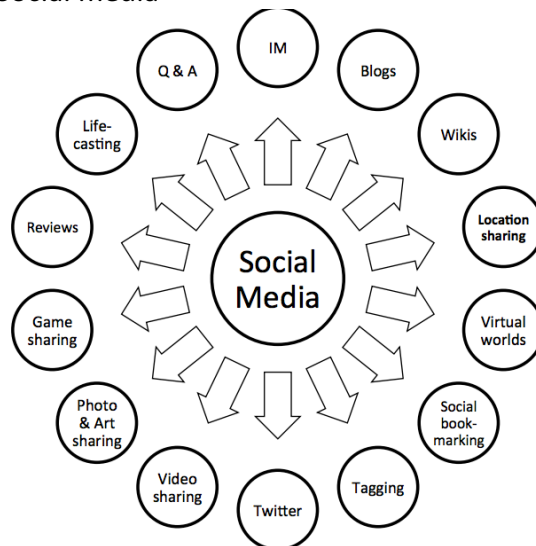


ADVT2506 Course Summary

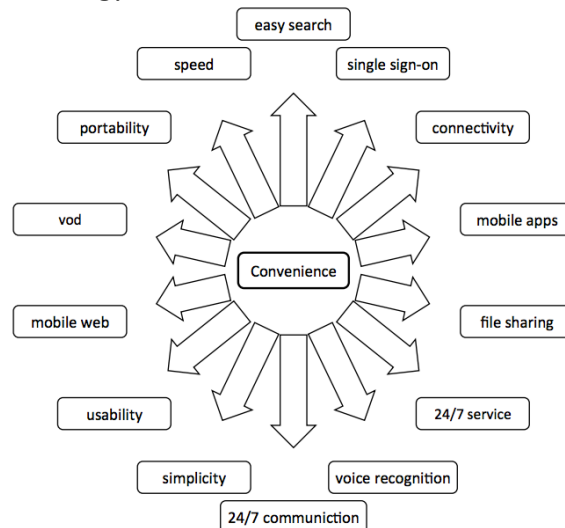
Week 1: Changing Digital Media Environment

Lecture Notes

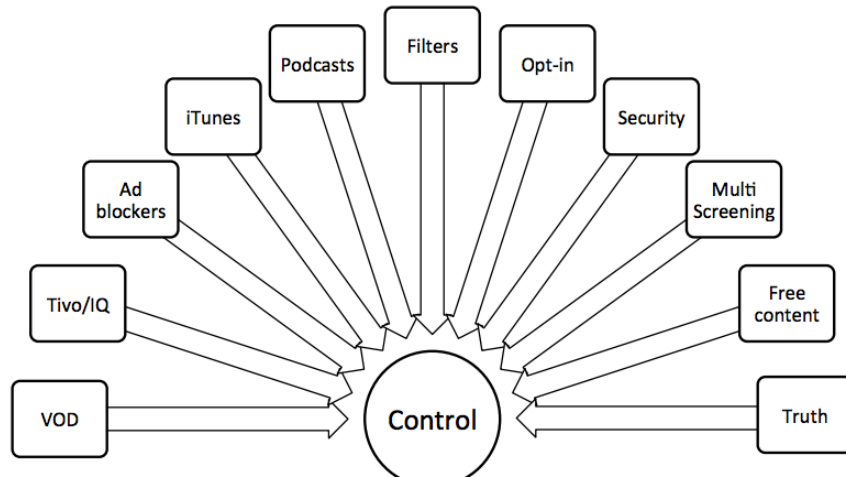
- Growing industry: 34% of global ad spend in 2017 will go to digital
- More ads but more devices than ever before means less attention
- Trust in online advertising is typically lower than that of traditional formats
- 43% trust online ads completely/somewhat | 57% don't trust much at all
- People trust people they know: recommendations (85% of the Asia/pacific region trust this type of advertising)
- Interaction is the dominant feature of the new digital media landscape
- 4 fundamental needs driving consumer interaction
 - Need for self-expression
 - User generated content adds to the choice of available media content which means more audience segregation
 - Social media



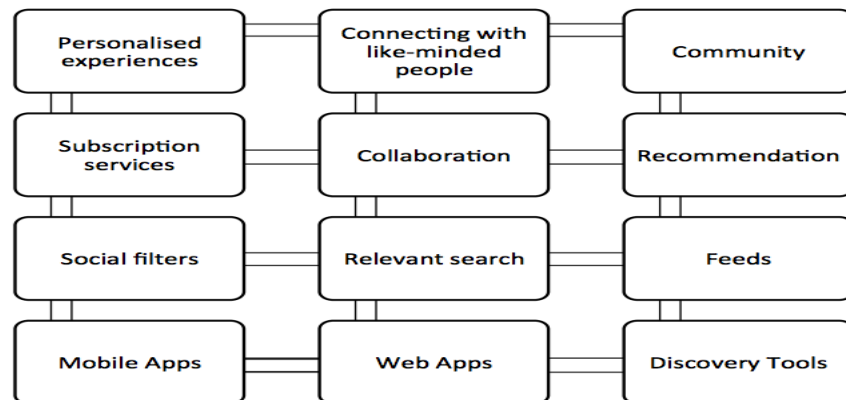
- Need for convenience
 - People expect to get what, when, where, and how they want
 - Technology should make their lives easier



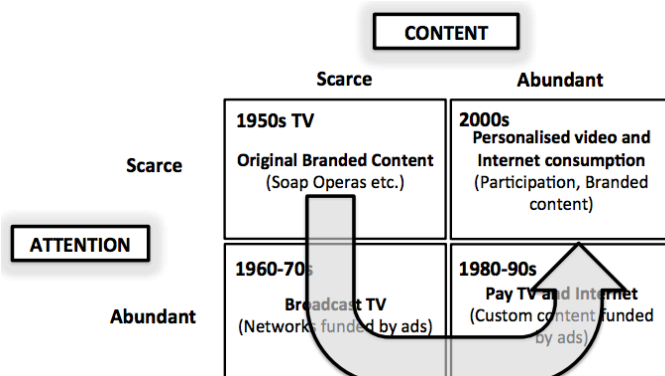
- Need for control
 - Must be on demand
 - Self-scheduled – time and place shifting (the new prime time is 12-2)



- Need for personalisation
 - Fundamental needs are really just ways to make it all about us
 - Customised media consumption experience- relevance, personal value, understanding, not wasting time



- Case Study: Amazon.com.au
 - Personalisation: They know your name, recommendations ‘just for you’, remember what you have looked at previously
 - Convenience: They keep the cart active across sessions, Amazon mobile app
- So what’s changed? People have always talked about brands, except now they do it with millions of people and brands are joining in
- Advertising evolution



- Line advertising
 - Above the line: mass reach, no consumer involvement, raises awareness
 - TV, radio, magazine, newspaper, outdoor
 - Below the line: selective reach, direct consumer involvement, good for trial generation
 - POS, promos, sponsorship, database marketing, email
 - Through the line: combine ATL and BTL, has been the industry standard for a long time
 - Runs across and between different media
- Is digital advertising the end of the 'line'?
 - "It's not about how much money you spend, it's not about the mediums you use, it's about the idea" –David Droga
- The neutrality of ideas
 - Brand communication starts with a big idea
 - Ideas should be media neutral- "what is the best way to engage customers across channels?"
- Engagement Marketing
 - Invites and encourages consumers to take part in the evolution of a brand
 - Recognises that consumers should be involved in the creation, evaluation, and dissemination of marketing activities
 - Key Principles: interactivity, immediacy, trust, facilitation, transparency, engagement, co-creation, collaboration, experience, flexibility, portability, sharing
- Digital is a way of continuously engaging consumers
- Brands need to cater for and enable consumers' powerful need for interactivity
- Brands must give up some control... scary, but a big opportunity!

Week 2: Advertising and Content Alternatives

Lecture Notes

- More devices than ever before = multi-screen approach to buying media
- Types of online advertising

Types		Technologies
Display	Blog	Behaviour Targeting
Search	Viral Marketing	Demographic Targeting
Native	In-text	Contextual Targeting
Sponsorships	RSS	IP or Geo Targeting
Classifieds	Podcast/Audio	Daypart Targeting
Email Marketing	Affiliate Marketing	Retargeting
Email Advertising	Desktop or Software	Device/Platform Targeting
Newsletters	Interstitials	Rich Media
Video	Product Placement	Rich Internet Applications (eg. AJAX)
Mobile	Cash-for-comment	Keyword Targeting / AdWords
In-Game	Pop Ups or Pop Unders	Video Scanning
Advergame	Landing Pages	Social Media Targeting / Influencers
Apps/Widgets	Lead Generation	
	...and more...	

- Classifying Media
 - Bought- driven by media
 - TV, print, online, search ads, events, radio
 - Generates awareness, good for driving earned media

